

2024 ANNUAL EEO PUBLIC FILE REPORT

Period Covered ("Period"): August 1, 2023 through July 31, 2024
Stations comprising the Station Employment Unit: WEIU-FM and WEIU-TV

I. Full-time vacancies filled during period and referral source used to hire the vacancy:

Two full-time hires during the reporting period:

- Chief Engineer, referral source of hiree: <https://www.eiu.edu/jobs/>
- Broadcast Engineer, referral source of hiree: <https://www.eiu.edu/jobs/>

II. Recruitment or referral sources used to seek candidates for each vacancy

- <https://www.eiu.edu/jobs/> - 6 interviewees
- <https://illinoisjoblink.illinois.gov/> - 0 interviewees
- www.indeed.com - 0 interviewees

Note: These 3 sources were used for both searches.

III. Total number of persons interviewed for all full-time vacancies filled during period:

6 (2 for Chief Engineer, and 4 for Broadcast Engineer)

IV. Outreach activities during period

Participation in events/programs sponsored by educational institutions.

WEIU Tours: 22 total station tours to student groups (434 people total), including: Community Kids - 8/25/23 (3), EIU Class - 9/14/23 (15), Home School Tour - 10/27/23 (42), EIU Prospective Student Tour – 10/27/23 (2), 11/16/23 (2), 6/20/24 (3), IL Junior College Tour – 11/8/23 (25), Class E Tour – 11/14/23 (15), Charleston Head Start Tour – 11/15/24 (33), EIU Admitted Student Tour – 2/19/24 (20), Charleston Transitional Facility Tour – 1/11/24 (15), CCAR Tour – 2/23/24 (6), 4/19/24 (4), 5/10/24 (6), 5/31/24 (9), Shelbyville 5th Grade Tour – 4/23/24 (80), Bionic Class Tour 5/29/24 (44), 6/5/24 (47), EIU School of Tech Tour – 6/5/24 (6), EIU Journalism Camp Tour – 6/18/24 (15), EIU English Studies Camp Tour – 6/18/24 (30), Community Tour 6/20/24 (3).

Community invites (i.e., to participate in/speak at events): PBS Passport viewing of the documentary “Hazing” to 40 EIU Students in Partnership with Eastern Illinois University on 9/28/23.

WEIU “Events”:

- EIU Open House: 10/9/23, 11/10/23, 12/8/23, 2/19/24, 4/5/24
- EIU Broadcast Fair: 4/2/24
- Coles County Clash Scholastic Bowl recorded on 9/28/23. (Shown on 9/30/23)

- Our Story Marathon 11/23/23 - 11/26/23
- School Talk - Mini Series Season 2 started - 5/3/24
- City Spotlight - New Season started - 9/13/23
- Paw Report - New Season started - 9/11/23
- Being Well - New Season started - 9/12/23
- Dieterich County: This Is Our Story - 5/35/24 (16 storytellers)
- Take A Hike Marathon - 5/27/24
- *Streamed EIU Commencement on 12/16/23
- *Streamed EIU Commencement on 5/4/24
- *Streamed EIU Fall Update with President Gatrell
- WEIU Kids Day was held on 3/9/24 (Open to public)

WEIU News Director Events:

- August 25, 2023 – Addressed new students at the School of Comm and JOU Welcome to Campus event
- January 18, 2024 – Spoke to an EIU JOU class about volunteer opportunities at WEIU
- February 8, 2024 – Spoke to an EIU JOU class about volunteer opportunities at WEIU
- April 25, 2024 – Awards presenter at the School of Comm. and JOU awards
- June 18, 2024 – Spoke to EIU Journalism camp participants about WEIU and the broadcasting program

WEIU Director/Producer spoke at the Shiloh Career Day on April 29, 2024. There were 43 students involved.

Participation in other activities designed to further the goal of disseminating information as to employment opportunities in broadcasting to job candidates who might otherwise be unaware of such opportunities.

In April 2014, WEIU launched the “Our Story” series. Each program highlights a local city, town, or county, with community members involved in telling the story, videotaping, taking photos and gathering history. For example, the first program, “Effingham: This is Our Story” aired live on October 2, 2014, with 33 storytellers and staff in the WEIU studio. The series has continued with “Mattoon: This is Our Story” (March 5, 2015); “Charleston, This is Our Story” (September 2015); “Paris: This is Our Story” (March 2016); “Marshall: This is our Story” (June 2016); “Arcola: This is Our Story” (February 16, 2017); “Arthur: This Is Our Story (May 18, 2017); “Shelbyville: This Is Our Story” (October 2017); “Casey: This is Our Story” (March 2018); “Tuscola: This Is Our Story” (August 2018); “EIU: This Is Who We Are” (April 2019); and “Cumberland County: This Is Our Story” (October 10, 2019); “Sullivan: This Is Our Story” (October 20, 2020), with 16 stories and 17 storytellers; “Ashmore, Oakland, Kansas: This Is Our Story” (April 29, 2021), with 15 storytellers; and “Teutopolis: This Is Our Story” (June 17, 2021), with 29 stories and 32 storytellers. During the reporting period:; “Giving Tuesday Pre-Recorded” (November 29, 2022); “EIU Fall Commencement (December 17, 2022); EIU Spring Commencement (May 6, 2023); “Jasper County: This Is Our Story” 15 stories and 16 storytellers (July 18, 2023); and “Dieterich: This is Our Story” 13 stories and 16 storytellers.

***WEIU continues to work with community members to provide LOCAL PROGRAMS. These include local health issues (Being Well), local civic issues (Issues and Attitudes), local news

(News Watch), local sports (EIU), local pet owners (The Paw Report), local city officials and local issues (City Spotlight), an “Outdoor Tour” of Central Illinois (Take A Hike), a Mini-Series with a 7th grade host interviewing school peers (School Talk), and live and pre-recorded pledge events. “to further enhance our programming and reach. Pledge events include: Giving Tuesday Pre-Recorded - 11/28/23; Classic Gospel Pre-Recorded Pledge - 12/9/23; WEIU Giving Day - 4/24/24.

We also have radio podcasts online as another form of content and way to connect with the community. These programs promote WEIU’s image as a potential employer and show a variety of different employment opportunities at the stations. During the reporting period, WEIU radio did the following:

- WEIU Hit-Mix Adopt-A-Watt - 9/17/23 - 9/22/23
- Hit-Mix EIU Homecoming Remote - 10/7/23

WEIU promoted PBS Passport in partnership with a locally owned coffee shop – “Generosity is Brewing”. New subscribers were given a WEIU coffee mug and a free cup of coffee as an extra added member benefit. Also, 125 letters were sent in the mail inviting residents in area Assisted Living Communities to become PBS Passport Members on 2/29/24.

During the summer of 2024, student volunteer packaged Summer Reading Program materials and delivered them to 23 libraries in the WEIU TV broadcast viewing area. 450 packets were created with Summer Reading Logs, Daniel Tiger’s Neighborhood, and PBS Kids Summer Checklist educational information and activities to help children learn and grow. 430 packets were English, 20 packets were Spanish.

Participation in scholarship programs designed to assist students interested in pursuing a career in broadcasting.

WEIU oversees the Daniel E. Marvin Jr. WEIU Scholarship. Journalism and Communication Study students apply for this scholarship and it is awarded based on need and grade point average. The students must spend significant time in production at WEIU. About 60 EIU students spend time each school year in either television or radio gaining hands on experience to help them build their resumes and make them more sought after by employers. 5 EIU students were awarded this scholarship in May of 2024.

Initiative Contact Person. WEIU Directory of Publicity and Promotions.